

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	
Filing Date	Group Art Unit	
March 20, 1998	3622	

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	A	5,857,175	01/05/99	Day			
	B	5,946,665	08/31/99	Suzuki			
	C	5,621,812	04/15/97	Deaton			
	D	5,649,114	07/15/97	Deaton			
	E	5,371,796	12/06/94	Avarne			
	F	6,223,163	04/24/01	Van Luchene			
	G	5,305,195	04/19/94	Murphy			
	H	5,297,026	03/22/04	Hoffman			
	I	5,539,189	07/23/96	Wilson			
	J	5,619,558	04/08/97	Jheeta			
	K	5,638,457	06/10/97	Deaton			
	L	5,642,485	06/24/97	Deaton			
	M	5,644,723	07/01/97	Deaton			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED:
----------	------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	
Filing Date	Group Art Unit	
March 20, 1998	3622	

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	N	5,652,421	07/29/97	Venneman			
	O	5,664,115	09/02/97	Fraser			
	P	5,398,932	03/1995	Eberhardt			
	Q	5,417,424	05/1995	Snowden			
	R	4,832,341	05/23/89	Muller et al.			
	S	5,466,919	11/14/95	Hovakimian			
	T	5,564,546	10/1996	Molbak			
	U	4,876,592	10/24/89	Von Kohorn			
	V	4,902,880	02/20/90	Garczyski			
	W	5,655,007	08/05/97	McAllister			
	X	5,832,457	11/03/08	O'Brien			
	Y	5,845,259	12/1998	West			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED:
----------	------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date March 20, 1998	Group Art Unit 3622

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	Z	4,441,160	04/03/84	Azcuia			
	A ¹	6,024,288	02/15/00	Gottlich			
	B ¹	6,070,147	07/02/96	Harms			
	C ¹	5,564,977	10/1996	Algier			
	D ¹	4,157,829	06/1979	Goldman			
	E ¹	5,613,679	03/29/97	Casa			
	F ¹	5,645,486	07/08/97	Nagao			
	G ¹	5,518,239	05/21/96	Johnston			
	H ¹	5,505,449	04/09/96	Eberhardt			
	I ¹	5,475,205	12/12/95	Behm			
	J ¹	5,112,050	05/12/92	Koza			
	K ¹	5,158,293	10/27/92	Mullins			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER		DATE CONSIDERED:

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	
Filing Date	Group Art Unit	
July 22, 2003	3622	

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	L ¹	5,186,463	02/16/93	Marin			
	M ¹	Re 25,600	06/16/64	Goldwater et al.			
	N ¹	3,222,189	12/07/65	Perrozzi			
	O ¹	3,637,999	01/25/72	Pappas			
	P ¹	4,030,632	06/21/77	Harashima			
	Q ¹	4,120,452	10/17/78	Kimura et al.			
	R ¹	4,764,666	08/16/99	Bergeron			
	S ¹	5,193,056	03/1993	Boes			
	T ¹	5,235,509	08/10/93	Mueller et al.			
	U ¹	5,260,553	11/09/93	Rockstein et al.			
	V ¹	5,269,521	12/14/93	Rossides			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	W ¹	JP1211170	08/1989	JP (abstract)				

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	X ¹	5,327,508	07/05/94	Deaton			
	Y ¹	5,355,327	10/1994	Stent			
	Z ¹	5,371,345	12/06/94	LeStrange et al.			
	A ²	5,408,210	04/1995	Oka			
	B ²	5,428,606	06/27/95	Moskowitz			
	C ²	5,440,108	08/08/95	Tran			
	D ²	5,450,938	09/19/95	Rademacher			
	E ²	5,491,326	02/13/96	Marceau et al.			
	F ²	5,502,636	03/26/96	Clarke			
	G ²	5,504,675	04/02/96	Cragun et al.			
	H ²	5,521,364	05/28/96	Kimura et al.			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	I ²	Hei 2 1989 2636700	11/1990	JP				
	J ²	WO 91/03789	03/1991	PCT				

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED:
----------	------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	K ²	5,526,257	06/11/96	Lerner			
	L ²	5,528,490	06/18/96	Hill			
	M ²	5,537,314	07/1996	Kanter			
	N ²	5,544,044	08/06/96	Gerbaulet			
	O ²	5,557,513	09/1996	Frey et al.			
	P ²	5,576,951	11/19/96	Lockwood			
	Q ²	5,583,763	12/10/96	Atcheson et al.			
	R ²	5,604,343	02/18/97	Curry			
	S ²	5,620,182	04/15/97	Rossides			
	T ²	5,630,103	05/13/97	Smith			
	U ²	5,926,796	07/20/97	Walker et al.			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	V ²	2 736 177	06/27/95	FR				

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED:
EXAMINER:	Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	
Filing Date	Group Art Unit	
July 22, 2003	3622	

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	W ²	5,465,085	11/1997	Caldwell			
	X ²	5,687,322	11/11/97	Deaton et al.			
	Y ²	5,694,546	12/02/97	Reisman			
	Z ²	5,710,887	01/20/98	Chelliah			
	A ³	5,717,866	02/10/98	Naftzger			
	B ³	5,759,101	06/02/98	Von Kohorn			
	C ³	5,774,868	06/30/98	Cragun et al.			
	D ³	5,794,210	08/11/98	Goldhaber et al.			
	E ³	5,806,045	09/08/98	Biorge et al.			
	F ³	5,822,735	10/1998	Naftzger			
	G ³	5,822,736	10/1998	Hartman			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	H ³	0 780 788	06/25/97	EP				
	I ³	09300730A	11/25/97	JP				

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	J ³	5,845,276	12/1998	Emerson			
	K ³	5,845,263	12/1998	Camaisa			
	L ³	5,869,826	02/09/99	Eleftheriou			
	M ³	5,884,272	03/1999	Walker et al.			
	N ³	5,924,077	07/1999	Beach et al.			
	O ³	5,930,771	07/1999	Stapp			
	P ³	5,923,016	07/13/99	Fredregill et al.			
	Q ³	5,946,665	08/31/99	Suzuki et al.			
	R ³	5,966,695	10/1999	Melchione et al.			
	S ³	5,974,399	10/26/99	Giulani et al.			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	T ³	2 757 656	06/26/98	FR				

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED:
----------	------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	U ³	6,014,641	01/11/01	Loeb et al.			
	V ³	6,021,390	02/01/01	Satoh et al.			
	W ³	6,039,244	03/21/00	Finsterwald			
	X ³	6,088,682	07/2000	Burke			
	Y ³	6,112,191	08/2000	Burke			
	Z ³	6,085,164	07/04/00	Smith et al.			
	A ⁴	6,229,879	05/08/01	Walker et al.			
	B ⁴	6,253,188	06/26/01	Witek et al.			
	C ⁴	6,463,585	10/08/02	Hendricks et al.			
	D ⁴	6,515,680	02/04/03	Hendricks et al.			
	E ⁴	2003/0037041	02/20/03	Hertz			
	F ⁴	2003/0120579	06/26/03	Carter III			
	G ⁴	6,029,153	02/2002	Bauchner et al.			
	H ⁴	7,272,569	05/2002	Walker et al.			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	I ⁴	JP 590108827	12/1985	JP				

EXAMINER

DATE CONSIDERED:

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

FOREIGN PATENT DOCUMENTS

REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
						Yes	No
J ⁴	1 391 060	04/16/75	GB				
K ⁴	40 09 980	10/1991	DE				
L ⁴	04060900	02/1992	JP				
M ⁴	4314189	11/1992	JP				
N ⁴	WO 98/43149	10/1998	PCT				
O ⁴	600251498	05/31/92	JP				
P ⁴	Hei 2[1990]-289000	11/28/90	JP				
Q ⁴	11-505343	05/18/99	JP				
R ⁴	10031792	02/03/98	JP				
S ⁴	8-329350	12/13/96	JP				
T ⁴	WO 96/34358	10/31/96	PCT (abstract)				
U ⁴	8-147545	06/07/96	JP				
V ⁴	4-260914	09/16/92	JP				
W ⁴	4095198	03/27/92	JP				
X ⁴	2278399	11/14/90	JP				
Y ⁴	2197998	08/06/00	JP				
Z ⁴	2171891	07/03/90	JP				
A ⁵	57086974	05/31/82	JP				
B ⁵	0 085 546	01/27/83	EP				

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

G ⁵	Anonymous, Point-of-sale: cash-back feature at the point of sale emerges as new trend in EFT industry. April 18, 1988, 1 pg.
H ⁵	POS spectrum: California bets on POS to spur its lottery sales POS News, August 1990, Vol. 7, Issue 3, 1 pg.
I ⁵	"Sharing the winnings", Boston Globe, April 2, 1995, 1 pg.
J ⁵	Downing, Neil, "Money Line: IF 12 people share a winning ticket, they'll have to share a single check", Providence Journal - Bulletin, October 17, 1995, 3 pp.
K ⁵	Glickman, Jeff, "10 Infomercial Facts You Need to Know (Supplement: The Infomercial - Special Sourcebook Issue)", Adweek Eastern Edition, Vol. 34, No. 10, March 8, 1993, 6 pp.
L ⁵	Goodstein, Ronald C., "UPC scanner pricing systems: Are they accurate?", Journal of Marketing, April 1994, Vol. 58, No. 2, pp. 20-30, ISSN: 0022-2429, 17 pp.
M ⁵	Stankevich, Debby Garbato, "Cook's Warehouse sets heavy-gauge nonstick.", HFN The Weekly Newspaper for the Home Furnishing Network, August 14, 1995, Section: Vol. 69, No. 33, 2 pp.
N ⁵	Rodwin, Marc A., "Consumer protection and managed care: The need for organized consumers", Health Affairs, Fall 1996, Vol. 15, No. 3, pp. 110-123, ISSN: 0278-2715, CODEN: FRBPBN, 11 pp.
O ⁵	Kennedy, Doug, "Train front desk staff in sales; hotel industry", Hotel & Motel Management, March 3, 1997, Section: No. 4, Vol. 212, ISSN: 0018-6082, 2 pp.
P ⁵	"Magazine Subscription Sales Center – Where Buying Subscriptions is Easy!", Customer Service Information, Interactive Magazine Sales, Inc., e-mail: aim@panix.com, 2 pp.
Q ⁵	Howland, Jennifer, "National Distribution: Scanning the Future", Folio: The Magazine for Magazine Management, February 1985, Section: Vol. 14, pg. 69, ISSN: 0046-4333, 11pp.
R ⁵	Wood, Wally, "Circulation Marketing: Let Your Magazine Do the Selling", Folio: The Magazine for Magazine Management, June 1985, Vol. 14, pg. 78, ISSN: 0046-4333, 10pp.
S ⁵	Reese, Diane, "Revitalizing Single-Copy Sales", Folio: The Magazine for Magazine Management, February 1986, Vol. 15, pg. 84, ISSN: 0046-4333, 14 pp.

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	

Filing Date
July 22, 2003

Group Art Unit
3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

T ⁵	Joyce, Walter, "Muscular Merchandising: column", Folio: The Magazine for Magazine Management, June 1986, Vol. 15, pg. 124, ISSN: 0046-4333, 5pp.
U ⁵	"Phoenix Papers to Sell Merchandise to Build Awareness", Editor & Publisher, September 17, 1988, Vol. 121, Issue 38, pg. 23, ISSN: 0013-094X, 2pp.
V ⁵	Donaton, Scott, "Gift Subscriptions Find Retail Niche", Advertising Age, July 16, 1990, Section: News at pg. 37, 2pp.
W ⁵	Guy, Pat, "A Gift Off the Rack: Mag Subscription", USA Today, December 19, 1990, Section: Money at pg. B2, 2pp.
X ⁵	Jaben, Jan, "Magazine Gift-giving Made Simple at Retail Outlets; Time Inc., Hearst, Meredith Test Subscriber Systems' Method of Selling Gift Subscriptions; News" February 15, 1991, Vol. 3, No. 2, pg. 15, ISSN: 1043-8688, 3pp.
Y ⁵	Horton, Liz, "Holiday Gift Subs Up, Some Due to Novel Promotions", Folio: The Magazine for Magazine Management, February 1, 1992, Section: Vol. 21, No. 2, pg. 39, ISSN: 0046-4333, 1 pg.
Z ⁵	Carlson, Lynn, "Decreasing Your Direct-Mail Costs", Folio: The Magazine for Magazine Management, September 1, 1992, Vol. 21, Issue 9, pp. 81-82, ISSN: 0046-4333, 3pp.
A ⁶	Manly, Lorne, "A Newsstand for the Electronic Age", Folio: The Magazine for Magazine Management, September 15, 1993, Vol. 22, No. 16, pg. 17, ISSN: 0046-4333, 3pp.
B ⁶	Hochwald, Lambeth, "Sub Sources that Break With Tradition", Folio: The Magazine for Magazine Management, May 1, 1994, Vol. 23, Issue 8, pp. 46-48, ISSN: 0046-4333, 4pp.
C ⁶	Love, Barbara, "Selling Subscriptions at Newsstands", Folio: The Magazine for Magazine Management, June 1, 1994, Vol. 23, Issue 10, pg. 10, ISSN: 0046-4333, 2pp.
D ⁶	Cyr, Diane, "Distribution Woes; Declining Newsstand Circulation; Includes Related Article On Preventing Newsstand Fraud", Folio: The Magazine for Magazine Management, January 1995, Vol. 23, No. 19, pg. 170, ISSN: 0046-4333, 5pp.
E ⁶	Love, Barbara, "Folio: Plus Circulation; Techniques for Managing Magazine Circulation", Folio: The Magazine for Magazine Management, January 1995, Vol. 23, No. 19, pg. 159, ISSN: 0046-4333, 2pp.

EXAMINER

DATE CONSIDERED:

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	

Filing Date
July 22, 2003

Group Art Unit
3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

F ⁶	Kelly, Keith J., "Hearst Opens a Cyberspace Newsstand", Advertising Age, January 30, 1995, Vol. 66, Issue 5, pg. 14, ISSN: 0001-8899, 2pp.
G ⁶	Schnuer, Jenna, "Overnight Options Add to Distribution Mix; Distribution of "Inside Sports" Magazine", Folio: The Magazine for Magazine Management, March 1, 1995, Vol. 24, No. 4, pg. 19, ISSN: 0046-4333, 2pp.
H ⁶	Kelly, Keith J., "Publishers Pine for Cyber-Profits", Time, Inc., March 13, 1995, Vol. 66, Issue 11, pp. S-22, ISSN: 0001-8899, 1pg.
I ⁶	Wilson, Steve, "Out of Print – but Not Business; Magazines Move Away From Print in Favor of Electronic Publishing", Folio: The Magazine for Magazine Management, May 1, 1995, Vol. 24, No. 8, pg. 22, ISSN: 0046-4333, 2pp.
J ⁶	Hochwald, Lambeth, "Postal Blues: Circulators Cope With the Rate Crunch", Folio: The Magazine for Magazine Management, May 1, 1995, Vol. 24, No. 8, pg. 54, ISSN: 0046-4333, 3pp.
K ⁶	"Tretorn Offers Magazine Promo", AdWeek, May 1, 1995, Section: Newswire, 1pg.
L ⁶	"Lotto World", MediaWeek, May 8, 1995, Vol. 5, No. 19 at pg. 16, 1pg.
M ⁶	Graham, Anne, "Nonmember Subs – Or Not? Non-Member Subscriptions to Association Magazines; Includes Tips from Publishers", Folio: The Magazine for Magazine Management, June 1, 1995, Vol. 24, No. 10, pg. 47, ISSN: 0046-4333, 4pp.
N ⁶	Miller, Paul, "Magazine Deal Lacks Catalog Appeal; Brief Article", Folio: The Magazine for Magazine Management, June 15, 1995, Vol. 24, No. 11, pg. 30, ISSN: 0046-4333, 2pp.
O ⁶	Wilson, Steve, "Directory Assistance: A Buyer's Guide Can Give You a Big Boost in Revenue and Attract New Advertisers and Subscribers", Folio: The Magazine for Magazine Management, October 1, 1995, Vol. 24, No. 16, pg. 40, ISSN: 0046-4333, 6pp.
P ⁶	Garratt, David, "What Premium on On-Cover Premiums?", Folio: The Magazine for Magazine Management, October 1, 1995, Vol. 24, No. 16, pg. 53, ISSN: 0046-4333, 3pp.
Q ⁶	"HFS Incorporates and Hatches Filipacchi Magazines; Announce Launch of Century 21 House & Home Magazine...", Business Wire, November 20, 1995, 2pp.

EXAMINER

DATE CONSIDERED:

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	

Filing Date
July 22, 2003

Group Art Unit
3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

R ⁶	Hochwald, Lambeth, "Circulation Secrets: Nine Steps to a Successful Circulation Launch Strategy Includes List of Resources", Folio: The Magazine for Magazine Management, February 1, 1996, Vol. 25, No. 2, pg. 53, ISSN: 0046-4333, 5pp.
S ⁶	Kerwin, Anne Marie, "Notably at the Newsstand: InStyle, Financial World Push for Greater Single-Copy Sales", Inside Media, February 7, 1996, Vol. 8, No.3, pg. 26, ISSN: 1046-5316, 2pp.
T ⁶	Adams, Mark, "Capell Reports Sales Drop at Newsstands", Mediaweek, March 11, 1996, Vol.6, No. 11, pg. 27, ISSN: 1055-176X, CODEN:MADEAP, 1pg.
U ⁶	Lang, Joan, "Round n' Round They Go", May 1, 1996, Restaurant Business, Vol. 96, No. 7, pp 132-134, 2pp.
V ⁶	Schnuer, Jenna, "A World Without Magazines? Consumers Weigh In. Survey of Consumers Indicates That...", Folio: The Magazine for Magazine Management, June 1, 1996, Vol. 25, No. 9, pg. 16, ISSN: 0046-4333, 2pp.
W ⁶	Hodges, Jane, "WSJ Puts Squeeze on Web Subscriptions", Advertising Age, April 29, 1996, Vol. 67, Issue 18, pg. 34, ISSN: 0001-8899, 2pp.
X ⁶	Tedesco, Richard, "Time Launches 'Net Subscription Service'", Broadcasting & Cable, November 11, 1996, Vol. 126, Issue 47, pg. 65, ISSN: 1068-6827, 1pg.
Y ⁶	Reilly, Brian, "Upselling' Strategies Hit the Net", Advertising Age's Business Marketing, Chicago, December 1996, 1pg.
Z ⁶	Webster's II, New Riverside University Dictionary, 1994, Houghton-Mifflin Company, 3pp.
A ⁷	"Hearst Corporation Launches 'The Multimedia Newsstand'", Link-Up, March/April 1995, Vol. 12, Issue 2, pp. 1 & 36, ISSN: 0739-988X, 1pg.
B ⁷	"The Super Subs", Precision Marketing, October 24, 1994, No. 0, Vol. 0, 5 pp.

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	

Filing Date
July 22, 2003

Group Art Unit
3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

C ⁷	Office Action for Application No. 08/920,116, (Attorney Docket No 97-054) dated 10/01/99, 7pp.
D ⁷	Notice of Allowance for Application No. 08/920,116, dated 10/25/99, 13pp.
E ⁷	Office Action for Application No. 09/442,754, (Attorney Docket No. 97-054-C1) dated 08/02/00, 10pp.
F ⁷	Office Action for Application No. 09/442,754, dated 01/16/01, 11pp.
G ⁷	Office Action for Application No. 09/442,754, dated 08/01/01, 6pp.
H ⁷	Notice of Allowability for Application No. 09/442,754, dated 12/07/01, 3pp.
I ⁷	Notice of Allowance for Application No. 09/442,754, dated 10/01/02, 7pp.
J ⁷	Supplemental Allowance for Application No. 09/442,754, dated 03/04/03, 5pp.
K ⁷	Notice of Allowance for Application No. 10/625,089 (Attorney Docket No. 97-054-C2) dated 04/02/08, 9 pp.
L ⁷	Office Action for Application No. 10/625,089 dated 09/10/07, 11 pp.
M ⁷	Office Action for Application No. 10/625,089 dated 04/05/06, 7 pp.
N ⁷	Office Action for Application No. 10/625,089 dated 10/24/05, 7 pp.
O ⁷	Office Action for Application No. 10/642,978 (Attorney Docket No. 97-558-C1) mailed August 1, 2006, 20 pp.
P ⁷	Office Action for Application No. 10/642,978 mailed February 21, 2006, 10 pp.
Q ⁷	Office Action for Application No. 10/642,978 mailed June 28, 2005, 8 pp.

EXAMINER

DATE CONSIDERED:

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

R ⁷	Office Action for Application No. 09/107,971 (Attorney Docket No. 98-024) mailed July 10, 2002, 30 pp.
S ⁷	Office Action for Application No. 09/107,791 mailed February 2, 2004, 28 pp.
T ⁷	Office Action for Application No. 11/456,271 (Attorney Docket No. 03-043-C1) mailed December 31, 2007, 10 pp.
U ⁷	Office Action for Application No. 09/390,430 (Attorney Docket No. 99-035) mailed June 18, 2003, 17 pp.
V ⁷	Office Action for Application No. 09/390,430 mailed September 23, 2002, 17 pp.
W ⁷	International Search Report for PCT/US2000/21318 (99-038WO) mailed November 22, 2000, 3 pp.
X ⁷	Notice of Allowance and Issue Fee Due (Attorney Docket No. 97-006) for Application No. 08/822,709 mailed January 16, 2001, 3 pp.
Y ⁷	Office Action for Application No. 08/822,709 mailed February 17, 2000, 6 pp.
Z ⁷	Office Action for Application No. 08/822,709 mailed June 23, 1999, 5 pp.
A ⁸	Notice of Allowance for Application No. 09/836,409 (Attorney Docket No. 97-006-C1) mailed January 13, 2003, 4 pp.
B ⁸	Office Action for Application No. 09/836,409 mailed November 20, 2002, 4 pp.
C ⁸	Notice of Allowance for Application No. 09/836,409 mailed September 25, 2002, 4 pp.
D ⁸	Notice of Allowance for Application No. 09/836,409 mailed May 16, 2002, 4 pp.
E ⁸	Office Action for Application No. 09/836,409 mailed October 1, 2001, 6 pp.
F ⁸	Notice of Allowance for Application No. 10/424,362 (Attorney Docket No. 97-006-C2), mailed November 11, 2004, 7 pp.
G ⁸	Office Action for Application No. 10/424,362 mailed June 9, 2004, 6 pp.

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	
	Filing Date	Group Art Unit
	July 22, 2003	3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

H ⁸	Office Action for Application No. 10/424,362 mailed November 19, 2003, 11 pp.
I ⁸	Notice of Acceptance for Canadian Application No. 2,284,662 (Attorney Docket No. 97-006CA) dated October 3, 2003, 1 pg.
J ⁸	Office Action for Canadian Application No. 2,284,662 mailed January 29, 2003, 3 pp.
K ⁸	Office Action for European Application No. 98 013 082 (Attorney Docket No. 97-006EP) mailed July 24, 2006, 5 pp.
L ⁸	Translation of Office Action for Japanese Application No. 545921/98 (Attorney Docket No. 97-006JP), mailed February 18, 2003, 4 pp.
M ⁸	Translation of Office Action for Japanese Application No. 545921/98, mailed June 13, 2006, 8 pp.
N ⁸	Translation of Office Action for Japanese Application No. 2005-230017 (Attorney Docket No. 97-006-1JP), mailed November 9, 2007, 6 pp.
O ⁸	Office Action for Application No. 09/045,386, (Attorney Docket No. 97-557) dated 08/15/00, 10pp.
P ⁸	Office Action for Application No. 09/045,386, dated 03/14/01, 13pp.
Q ⁸	Office Action for Application No. 09/045,386, dated 10/11/01, 4pp.
R ⁸	Office Action for Application No. 09/045,386, dated 07/01/02, 6pp.
S ⁸	Office Action for Application No. 09/045,386, dated 03/07/03, 7pp.
T ⁸	Office Action for Application No. 09/045,386, dated 11/23/04, 6pp.
U ⁸	Notice of Allowance for Application No. 09/045,386 dated 05/23/07, 7 pp.

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

V ⁸	Office Action for Application No. 09/045,386, dated 03/14/01, 13pp.
W ⁸	Notice of Allowance for Application No. 09/045,386 dated 01/10/06, 7 pp.
X ⁸	Supplemental Notice of Allowability for Application No. 09/045,386, dated 03/20/06, 3pp.
Y ⁸	Office Action for Application No. 09/045,347, (Attorney Docket No. 97-559) dated 09/22/00, 8pp.
Z ⁸	Office Action for Application No. 09/045,347, dated 04/10/01, 2pp.
A ⁹	Office Action for Application No. 09/045,347, dated 05/06/99, 6pp.
B ⁹	Office Action for Application No. 09/045,347, dated 01/11/00, 7pp.
C ⁹	Office Action for Application No. 09/933,588, (Attorney Docket No. 01-023) dated 01/23/07, 10pp.
D ⁹	Office Action for Application No. 09/933,588, dated 08/28/06, 7pp.
E ⁹	Office Action for Application No. 09/083,689, (Attorney Docket No. 97-560) dated 6/23/99, 11pp.
F ⁹	Notice of Allowability for Application No. 09/083,689, dated 01/31/00, 2pp.
G ⁹	Office Action for Application No. 09/083,689, dated 08/02/00, 19pp.
H ⁹	Office Action for Application No. 09/083,689, dated 01/16/01, 9pp.
I ⁹	Office Action for Application No. 09/083,689, dated 07/25/01, 9pp.
J ⁹	Office Action for Application No. 09/083,689, dated 03/18/02, 13 pp.
K ⁹	Notice of Allowability and Fees Due for Application No. 09/045,518, (Attorney Docket No. 97-561) mailed August 30, 2005, 7 pp.
L ⁹	Notice of Allowability for Application No. 09/045,518, dated 02/03/05, 9 pp.

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

M ⁹	Decision on Appeal for Application No. 09/045,518, dated 05/6/04, 62pp.
N ⁹	Office Action for Application No. 09/045,518, dated 04/05/02, 16pp.
O ⁹	Office Action for Application No. 09/045,518, dated 07/02/01, 12pp.
P ⁹	Office Action for Application No. 09/045,518, dated 02/13/01, 16pp.
Q ⁹	Office Action for Application No. 09/045,518, dated 06/06/00, 9pp.
R ⁹	Office Action for Application No. 11/160,499 dated 11/15/07, (Attorney Docket No. 97-561-C1) 9 pp.
S ⁹	Office Action for Application No. 11/160,499, dated 11/30/06, 5pp.
T ⁹	Office Action for Application No. 11/160,499, dated 03/15/06, 6pp.
U ⁹	Notice Of Allowability for Application No. 09/076,409, (Attorney Docket No. 97-563) dated 03/27/01, 6pp.
V ⁹	Office Action for Application No. 09/076,409, dated 01/05/00, 6pp.
W ⁹	Office Action for Application No. 09/076,409, dated 04/13/99, 5pp.
X ⁹	Notice of Allowability for Application No. 10/678,058, (Attorney Docket No. 97-563-R1) dated 08/09/04, 8pp.
Y ⁹	Office Action for Application No. 09/643,668, (Attorney Docket No. 97-563-C1) dated 12/23/02, 12 pp.
Z ⁹	Notice of Allowability for Application No. 09/643,688, dated 08/09/04, 5pp.
A ¹⁰	Office Action for Application No. 11/099,287, (Attorney Docket No. 97-563-C2) dated 01/10/08, 9pp.
B ¹⁰	Office Action for Application No. 11/099,287, dated 04/06/07, 10pp.
C ¹⁰	Office Action for Application No. 11/099,287, dated 07/12/06, 10 pp.

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION	Docket Number 97-558	Serial Number 09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

D ¹⁰	Notice of Allowability for Application No. 09/045,084, (Attorney Docket No. 97-564) dated 11/06/00, 6pp.
E ¹⁰	Office Action for Application No. 09/045,084, dated 04/03/00, 10pp.
F ¹⁰	Office Action for Application No. 09/045,084, dated 09/01/99, 6pp.
G ¹⁰	Office Action for Application No. 09/777,297, (Attorney Docket No. 97-564-C1) dated 07/08/04, 6pp.
H ¹⁰	Office Action for Application No. 09/083,483, (Attorney Docket No. 98-020) dated 02/22/00, 8pp.
I ¹⁰	Office Action for Application No. 09/083,483, dated 11/22/00, 7pp.
J ¹⁰	Notice of Allowability for Application No. 09/083,483 dated 02/12/01, 4 pp.
K ¹⁰	Notice of Allowance for Application No. 09/858,458, (Attorney Docket No. 01-015) dated 10/31/06, 11pp.
L ¹⁰	Interview Summary for Application No. 09/858,458, dated 08/14/06, 3pp.
M ¹⁰	Interview Summary for Application No. 09/858,458, dated 08/09/06, 3pp.
N ¹⁰	Office Action for Application No. 09/858,458, dated 03/24/06, 10pp.
O ¹⁰	Office Action for Application No. 09/858,458, dated 06/29/05, 9pp.
P ¹⁰	Office Action for Application No. 09/858,458, dated 01/26/05, 21pp.
Q ¹⁰	Notice of Allowability for Application No. 09/083,483, dated 08/10/06, 6pp.
R ¹⁰	Notice of Allowance for Application No. 09/603,677, (Attorney Docket No. 00-004) dated 04/10/08, 5pp.

EXAMINER	DATE CONSIDERED:
-----------------	-------------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	
	Filing Date	Group Art Unit
	July 22, 2003	3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

S ¹⁰	Notice of Allowance for Application No. 09/603,677, dated 10/10/07, 6pp.
T ¹⁰	Office Action for Application No. 09/603,677, dated 03/22/07, 22pp.
U ¹⁰	Office Action for Application No. 09/603,677, dated 12/14/04, 22pp
V ¹⁰	Office Action for Application No. 09/603,677 dated 08/11/04, 31pp.
W ¹⁰	Office Action for Application No. 09/603,677, dated 12/12/03, 38pp.
X ¹⁰	Office Action for Application No. 09/603,677, dated 03/11/03, 8pp.
Y ¹⁰	Notice of Allowance for Application 10/678,056 (Attorney Docket No. 97-563-R1) dated 10/30/07, 8pp.
Z ¹⁰	Office Action for Application No. 11/099,287 (Attorney Docket No. 97-563-C2) dated 01/10/08, 9 pp.
A ¹¹	Office Action for Application No. 11/099,287 dated 04/06/07, 10 pp.
B ¹¹	Office Action for Application No. 11/099,287 dated 07/12/06, 7 pp.
C ¹¹	International Search Report for Application No. PCT/US98/17287 (97-560WO) dated 04/16/99, 2pp.
D ¹¹	Written Opinion for Application No. PCT/US98/17287 (97-560WO) dated 09/13/99, 5pp.
E ¹¹	International Preliminary Examination Report for PCT/US98/17287 (97-560WO) dated 12/20/99, 5pp.
F ¹¹	International Search Report for PCT/US98/16985, (Attorney Docket No. 97-563WO) mailed 12 April 2002, 3 pp.
G ¹¹	Office Action for Application No. PCT/US98/17274 (98-020WOKR) dated 09/30/02, 2 pp.
H ¹¹	Office Action for Application No. 200-508047 (98-020WOJP) dated 04/02/02, 8 pp.

EXAMINER

DATE CONSIDERED:

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants Walker et al.	
	Filing Date July 22, 2003	Group Art Unit 3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

I ¹¹	Office Action for Application No. 2299341 (98-020WOCA) dated 12/17/01, 2 pp.
J ¹¹	Office Action for Application No. 2299341 (98-020WOCA) dated 02/03/04, 7 pp.
K ¹¹	International Search Report for Application No. PCT/US98/17274 (98-020WO) dated 04/12/99, 4 pp.
L ¹¹	Written Opinion for Application No. PCT/US98/17274 (98-020WO) dated 02/23/00, 7pp.
M ¹¹	International Preliminary Examination Report for PCT/US98/17274 (98-020WO) dated 06/22/00, 8 pp.
N ¹¹	International Search Report for PCT/US01/09045 (00-004WO) dated 10/23/01, 4 pp.
O ¹¹	International Preliminary Examination Report for PCT/US01/09045 dated 09/18/02, 3 pp.
P ¹¹	Office Action for Application No. 11/425,211, dated 03/26/08, (Attorney Docket No. 97-006-C4) 5 pp.
Q ¹¹	Office Action for Application No. 11/425,228, dated 05/12/08, (Attorney Docket No. 97-006-C5) 7 pp.
R ¹¹	Office Action for Application No. 11/425,228, dated 07/25/07, 6 pp.
S ¹¹	Office Action for Application No. 11/425,232, dated 03/18/08, (Attorney Docket No. 97-006-C6) 6 pp.
T ¹¹	Office Action for Application No. 09/107,971, dated 10/21/03, (Attorney Docket No. 98-024) 25 pp.
U ¹¹	Office Action for Application No. 09/107,971, dated 10/03/01, 25 pp.
V ¹¹	Office Action for Application No. 11/456,276, dated 12/31/07, (Attorney Docket No. 03-043-C2) 10 pp.
W ¹¹	Office Action for Application No. 10/457,101, dated 12/31/07, (Attorney Docket No. 03-043) 10 pp.
X ¹¹	Notice of Allowance for Application No. 10/457,101, dated 11/07/07, 4 pp.

EXAMINER	DATE CONSIDERED:
-----------------	-------------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	97-558	09/045,036
	Applicants	
	Walker et al.	

Filing Date	Group Art Unit
July 22, 2003	3622

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

Y ¹¹	Office Action for Application No. 10/457,101 dated 05/25/07, 13 pp.
Z ¹¹	Office Action for Application No. 10/457,101 dated 10/20/06, 12 pp.
A ¹²	Notice of Allowance for Application No. 11/058,653 dated 06/04/08 (Attorney Docket No. 97-006-C3) 7 pp.
B ¹²	Office Action for Application No. 11/058,653 dated 05/15/07, 5 pp.
C ¹²	Wyatt, Craig, "Usage Models Just for Merchants", Credit Card Management, Vol. 8, No. 6, pp. 32-38, September 1995, 4 pp.
D ¹²	Georgia Almanac, U.P.I., Regional News, January 27, 1983, 2 pp.
E ¹²	"Major Appliances: Tappan unveils microwave oven feature preprogrammed controls.", HFD, September 10, 1984, 1 pg..
F ¹²	Silverman, Gene, "Planning and using infomercial campaigns effectively", Direct Marketing, September 1995, Vol. 58, No. 5, 4 pp.
G ¹²	McKinney, Jeff, "Merchant program could pay off for Provident", The Cincinnati Enquirer, March 24, 1996, Section: Financial, 2 pp.
H ¹²	Raab, David M., "Package Aids Catalog Management", DM News, April 22, 1996, Section: Software Review, 2 pp.
I ¹²	"Bigger Plans (Provident Bank, issuer of MeritValue customer loyalty card, plans to offer program in 25 cities in six months)", Card Fax, October 7, 1996, Vol. 96, No. 178, 1 pg.
J ¹²	Symons, Allene, "Lucky, Sav-on debut Rewards Card.", Drug Store News, February 17, 1997, Vol. 19, Issue 4, ISSN: 0191-7587, 2 pp.
K ¹²	McKeveny, Alexander, "Giving them a good reason.", Bank Marketing, March 1997, Vol. 29, Issue 3, ISSN: 0888-3149, 5 pp.
L ¹²	Brochure: "Reaching Out In New Directions", First Data Corporation, Merchant Services, undated. 14 pp.

EXAMINER	DATE CONSIDERED:
-----------------	-------------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION		Docket Number 97-558	Serial Number 09/045,036
		Applicants Walker et al.	
		Filing Date July 22, 2003	Group Art Unit 3622
		OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)	
M ¹²	Fickenscher, Lisa, "Amex to Start Free Rewards Program with Discounts on Merchandise", The American Banker, October 18, 1996, Section: Credit/Debit/ATMs 2 pp.		
N ¹²	Fitzgerald, Kate, "Amex Program Moves Loyalty To Next Level: Custom Extras Finds A Medium Customers Can't Ignore: Billing Statements", Advertising Age, November 4, 1996, Section: News 2 pp.		
O ¹²	Fickenscher, Lisa, "Merchant: American Express Seeks to Mine Its Data on Cardholder Spending Patterns", The American Banker, March 24, 1997, Section: Credit/Debit/ATMs 2pp.		
P ¹²	Herman, Ken, "Lottery's losers: Small stores; Big pots bring big problems", The Austin-American Statesman, November 23, 1996, 4 pp.		
Q ¹²	Quittner, Jeremy, "Ohio's Provident brings its discount card to Fla.", American Banker, February 11, 1997, Vol. 162, Issue 28, 2 pp.		
EXAMINER	DATE CONSIDERED:		
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.			